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GP 2611
PATENT APPLICATION

DOCKET NO.: INTE.30USU1 (ITC52)

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IN THE
UNITED STATES PATENT AND TRADEMARK OFFICE

Inventor(s): Steven O. Markel

Serial No.: 10/009,054

Examiner:

Filing Date: 3/13/2002

Group Art Unit: 2611

Title: AFFINITY MARKETING FOR INTERACTIVE MEDIA SYSTEMS

ASSISTANT COMMISSIONER FOR PATENTS

Washington, D.C. 20231

INFORMATION DISCLOSURE STATEMENT

Sir:

This Information Disclosure Statement is submitted:

(X) under 37 CFR 1.97(b), or
(Within three months of filing national application; or date of entry of international application; or before mailing date of first office action on the merits; whichever occurs last)

() under 37 CFR 1.97(c) together with either a:
() Certification under 37 CFR 1.97(e), or
() a \$240.00 fee under 37 CFR 1.17(p), or
(After the CFR 1.97(b) time period, but before final action or notice of allowance, whichever occurs first)

() under 37 CFR 1.97(d) together with a:
() Certification under 37 CFR 1.97(e), and
() a petition under 37 CFR 1.97(d)(2)(ii), and
() a \$130.00 petition fee set forth in 37 CFR 1.17(i)(1)
(Filed after final action or notice of allowance, whichever occurs first, but before payment of the issue fee)

() A check in the amount of \$ _____ is enclosed herewith.

() Please charge to Deposit Account 08-2623 the amount of \$ _____.

At any time during the pendency of this application, please charge any fees required or credit any overpayment to Deposit Account 08-2623 pursuant to 37 CFR 1.25.

(X) Applicant(s) submit herewith Form PTO 1449 - Information Disclosure Citation together with copies of patents, publications or other information of which applicant(s) are aware, which applicant(s) believe(s) may be material to the examination of this application and for which there may be a duty to disclose in accordance with 37 CFR 1.56.

() A concise explanation of the relevance of foreign language patents, foreign language publications and other foreign language information listed on PTO 1449, as presently understood by the individual(s) designated in 37 CFR 1.56 (c) most knowledgeable about the content is given on the attached sheet, or where a foreign language patent is cited in a search report or other action by a foreign patent office in a counterpart foreign application, an English language version of the search report or action which indicates the degree of relevance found by the foreign office is listed on form PTO 1449 and is enclosed herewith.

It is requested that the information disclosed herein be made of record in this application.

I hereby certify that this correspondence is being deposited with the United States Postal Service as:

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Respectfully submitted,

By William W. Cochran

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O I P E
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ATTY. DOCKET NO.

INTC.30USU1 (ITC52)

SERIAL NO.

10/009,054

LIST OF PATENTS AND PUBLICATIONS
FOR APPLICANT'S INFORMATION
DISCLOSURE STATEMENT

(Use several sheets if necessary)

APPLICANT

Intellocity USA, Inc.

Steven O. Markel

FILING DATE 3/13/02

GROUP ART UNIT

2611

REFERENCE DESIGNATION

U.S. PATENT DOCUMENTS

EXAMINER INITIAL		DOCUMENT NUMBER	DATE	NAME	CLASS	SUB CLASS
	A	4,769,697	09/6/1988	Passive Television Audience Measuring Systems	358	84
	B	4,907,079	3/6/1990	System for Monitoring and Control of Home Entertainment Electronic Devices	358	84
	C	4,931,865	6/5/1990	Apparatus and Methods for Monitoring Television Viewers	358	84
	D	5,227,874	7/13/93	Method for measuring the effectiveness of stimuli on decisions of shoppers	358	84
	E	5,483,276	1/09/1996	Compliance Incentives for Audience Monitoring/Recording Devices	348	2
	F	5,508,731	10/31/00	Generation of enlarged participatory broadcast audience	348	13
	G	5,793,409	8/11/1998	Apparatus for Grasping TV Viewing Condition in Household	348	1
	H	5,978,013	11/2/99	Apparatus and method for generating product coupons in response to televised offers	348	1
	I	6,075,971	6/13/00	Method and apparatus for providing and monitoring coupons via a network	348	1
	J	6,124,877	9/26/00	System for Monitoring and Reporting Viewing of Television Programming	348	2
	K	6,178,446	1/23/01	Method and system for supporting interactive commercials displayed on a display device using a telephone network	348	8
	L	US 2002/0023263A1	2/21/02	Advertising system using e-coupon data broadcasting and method therefore	725	32

FOREIGN PATENT DOCUMENTS

		DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUB CLASS	TRANSLATION	
							YES	NO
	AA							